

# Corporate Affairs

Quarter 2 report

Management Board – 2 November  
2015

# Headlines

- Charity fundraising investigation – Daily Mail
- Publicity around HELM (Green energy) fine – largest ever nuisance call fine
- Cold call blocking companies fined for cold calls – national media coverage.
- The most popular blogs of the quarter were the EU regulation updates and Simon Rice's wifi blog
- Preparation for changes in the senior management of the ICO.
- The move of sponsorship and DP policy responsibility to DCMS.

We worked with the Daily Mail ahead of their 1 September front page, explaining the law, confirming we'd make enquiries and writing an explanation of the subject access request right:



The Information Commissioner's Office said the evidence was 'concerning' and vowed an immediate probe into whether any charities had broken the law.

#### HOW TO FIND OUT WHAT THEY KNOW

Everyone has the legal right to demand a copy of the information an organisation holds about them.

You can make a 'subject access request', which means any organisation that holds your data is legally obliged to supply you with paper and computer records of the information.

They are also required to tell you where they got the data, what they have used it for and details of any organisations with which they have shared it.

All you have to do is make a written request – and sometimes pay a fee of up to £10. The organisation has up to 40 days to respond. You can request on someone else's behalf, but must show you have the individual's permission or a power of attorney.

During the Daily Mail's investigation, Samuel Rae's son Chris was able to make subject access requests for his father.

With the help of the Mail, he was able to trace what had happened to his father's data and how it had been traded.

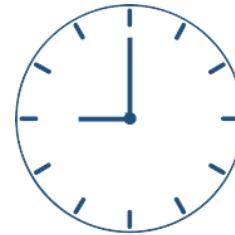
Details of how to make a request, including a template letter, can be found on the Information Commissioner's Office website at [ico.org.uk/sar](http://ico.org.uk/sar).

# The story prompted widespread media coverage, with the ICO at the centre.

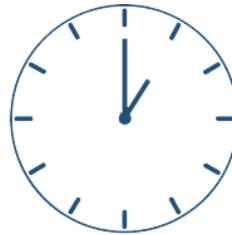
The ICO will have been seen by **49%** of UK national newspaper readers (3.5million people), with coverage in the Mail, Times, Telegraph and Mirror.



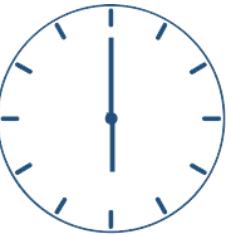
Broadcast coverage featuring ICO interviews across the day:



Today,  
5Live  
Breakfast



ITV news,  
You and  
Yours



BBC One  
6pm news

Interviews on regional 'drivetime' shows on 12 BBC radio stations



# Digital communications

## Website (ico.org.uk)

### Top content

*Pages with most views, Q2*

#### For the public

##### 1. [Find out how to request your personal information](#)

53,788 page views

##### 2. [Criminal records, court records and police records](#)

25,991 page views



The screenshot shows a web page with the ICO logo at the top. The main heading is 'Find out how to request your personal information'. Below this, there is a section titled 'Can I access my personal information?' with a sub-section 'You have the right to get a copy of the information that is held about you'. There is also a 'Further reading' section with links to 'Answering subject access requests' and 'Subject access requests for organisations'.

#### For organisations

##### 1. [Guide to data protection](#)

122,470 page views

##### 2. [Register under the Data Protection Act](#)

81,014 page views



The screenshot shows a web page with the ICO logo at the top. The main heading is 'Key definitions of the Data Protection Act'. Below this, there is a section titled 'What is personal information?' with a sub-section 'What is personal data?'. There is also a 'Further reading' section with links to 'Answering subject access requests' and 'Subject access requests for organisations'.

#### Trending content

*Largest percentage increase in page views quarter-on-quarter (top 1,000 pages)*

[Google Inc enforcement notice](#) (action we've taken) ↑ 541%

[Cookies and similar technologies](#) (for organisations) ↑ 342%

[Security breaches \(PECR\)](#) (for organisations) ↑ 306%

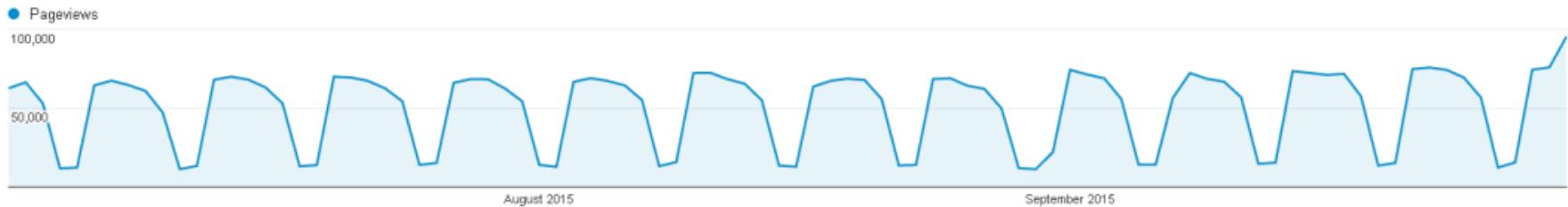
[Telephone marketing](#) (for organisations) ↑ 151%

# ico.org.uk

1,137,671

Visits to ico.org.uk in Q2

↓ 4% on the same quarter last year



79% desktops, 14% mobile devices, 7% tablets

## Highlights

Traffic to the site peaked on 30 September, with 95,278 page views. This was an increase of 20.4% on the previous day's traffic. It coincided with Simon Entwistle appearing on BBC Breakfast and Good Morning Britain and Chris Graham featuring on Radio 4 following the news story in which ICO issued its largest ever fine to HELM for making nuisance calls.

# Twitter

Twitter remains our most successful social media channel.

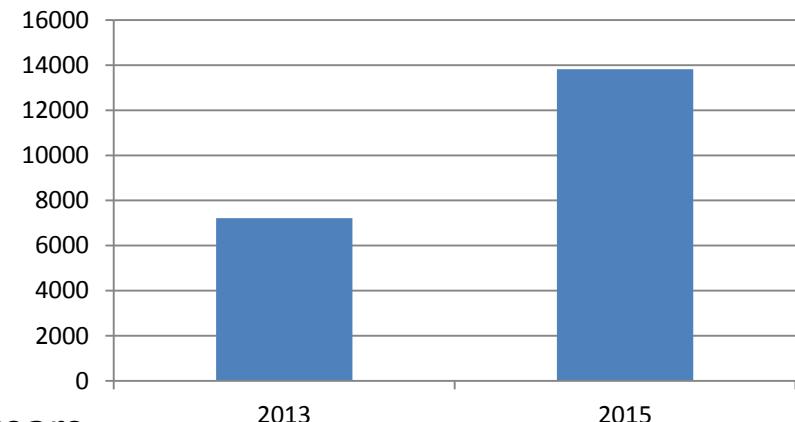
**13,820**  
followers see our tweets...

**4,785** people clicked through to [ico.org.uk](http://ico.org.uk) from twitter.



...that's **7%** more people following us compared with last quarter

We've seen quarterly rises in our number of followers for more than two years...



...and in November we'll double the number of followers we had in May 2013



# Facebook

Our Facebook presence has grown this year.  
An increased number of posts has seen our reach  
grow by around **8X** year on year



Our posts reach an average of  
**439** people a day



The three biggest spikes were for posts about CCTV images of  
Michael McIntyre, nuisance call stats and Simon Rice's wifi blog

# Enewsletter and Linkedin

## Monthly E-newsletter

- Subscribers remain steady, at 51,468
- LinkedIn
  - 5,479 Followers and
  - 393 members of our Information Rights discussion forum

# Events

- **External**  
Annual Report launch, London, 180 delegates - July
- Local Government event, Sheffield, 51 delegates – July
- **Staff engagement events**
  - 2 July – 30 years of the ICO in Wilmslow
  - 18 August – ICO charity football tournament
  - 10 September – ICO charity Quiz and Curry night

# Orders for hard copy publications

## Top publications

### For organisations

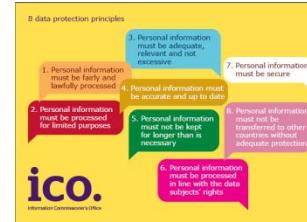
Data protection postcards – 6,083

Data sharing checklist – 1,580

Data sharing code of practice – 1,250

How do I handle subject access requests – 1,050

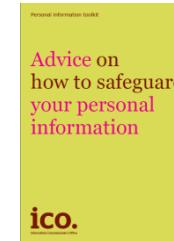
The lights are on DVD – 764



### For individuals

Personal information toolkit – 2,455

Credit explained – 1,149



# Internal communications

**19,080**

Visits to ICON in Q2, with 523,336 page views

## ICON

*Pages with most views, Q2*

1. Recruitment and selection – 4,771 page views
2. Sector sharing home page – 3,444 page views
3. Advice services noticeboard – 3,084 page views

## Informer content

*Pages with most views, Q2*

**1,757**

front page views

1. 30 years of the ICO (July) – 389 page views
2. Arrivals (September) – 313 page views
3. The ICO holiday club – 304 page views

# Corporate Governance

- The main focus has been preparation for the launch of the Senior Management Team. This is a big change in the way the corporate governance of the office is managed with new management reporting lines, the removal of Executive Team, Leadership Group and the Information Rights Committee, and a wider involvement of senior managers.
- Responsibility for ICO sponsorship and DP policy moved to DCMS on 17 September. The change has yet to filter down but we will need to update the Framework Agreement and put in place reporting arrangements so that DCMS has the correct level of oversight.
- The Internal Audit Plan is being followed with arrangements in place for further audits prior to the December Audit Committee meeting.
- The Business Continuity Plan has been updated to reflect forthcoming management changes and lessons learnt from the IT outage in May.
- Planning and budgeting for 2016/17 is being taken forward.

